

**ABSTRACT OF THE DISCLOSURE**

A bicycle wheel rim includes an annular rim body having left and right annular tire retaining walls with inner edges connected to left and right edges of an annular spoke mounting wall. Each of a pair of annular corner reinforcing members is formed integrally with the rim body at a junction of a corresponding one of the left and right edges of the spoke mounting wall with the inner edge of a respective one of the tire retaining walls. Each of the corner reinforcing members extends laterally outward relative to the respective one of the tire retaining walls, and further extends radially inward relative to the spoke mounting wall.